

EDCHOICE CASE STUDY



"Our 2024 exhibitor experience at SXSW EDU was a complete success! With ideal placement within the hall, heavy foot traffic, and lengthy exhibit hall hours, we were able to connect with so many folks from across the country, share our research, materials, swag and exchange ideas about the future of education. This was our 7th year at SXSW EDU, and we look forward to what 2025 will bring!"

- Sarah A. Bosso, Director of Strategic Partnerships and Events



AT A GLANCE

- Location: Headquartered in Indianapolis, IN
- Employees: 11-50
- Industry: Non Profit
- SXSW EDU Product Featured:
 - 10x10 Expo Booth

EdChoice is a nonprofit, nonpartisan organization committed to understanding and pursuing a K-12 education system that empowers every family to choose the schooling environment that fits their children's needs best.

THE TARGET

EdChoice was looking to achieve a strong outreach, expand their brand awareness and spread the word about their mission to empower choice in education.

THE APPROACH

The EDU Expo provided the perfect platform for EdChoice to engage with attendees and create meaningful connections. With the expo booth attracting a new audience and demographic, this created a positive impact on the company's reputation.

THE IMPACT

With over 13,000 attendees at the EDU Expo, the EdChoice booth was a resounding success. Reaching a broader audience and significantly expanding the visibility of the company, EdChoice was able to make the most out of their time as an exhibitor at SXSW EDU 2024.